

NEW ABSTRACT

An illuminating device has a light source for generating light and a light-emitter that includes an after-glowing material for emitting light after the light source is switched off or has extinguished. The after-glowing material is shaped in a predetermined pattern for displaying information. The pattern includes an alphanumerical character, a logo and/or an arrow. The light-emitter may be provided on an electric lamp, on the light emission window of a luminaire, or on a display window of a display device. The pattern may be invisible or have a low visibility when the light source is on. Further, the pattern remains visible after the light source has been switched off or has extinguished.